

FY 2021 WILDLY IMPORTANT GOALS



Prosperous Community

FY2021 WIGs	Lead (L) Key Stakeholders (KS)
1. Implementation of new Gilbert brand. Complete the digital roll-out of the new brand and create a plan for printed materials roll-out by June 30, 2021.	L = Digital Government KS = Every Department
2. Crime Lab & Family Advocacy Center and Dispatch Expansion. Complete the Crime Lab assessment by June 30, 2021. Identify funding sources and design consultations for Family Advocacy Center and Dispatch Expansion by June 30, 2021.	L = Police KS = CIP, IT, Facilities
3. What Works Cities Certification. Achieve certification by June 30, 2021.	L = Digital Government KS = Every Department
4. Diversity, Equity & Inclusion. Increase the number of employees who agree that diversity, equity and inclusion is important to the Town from 80% to 83% by March 2021.	L = People Team KS = Every Department



Strong Economy

FY2021 WIG	Lead (L) Key Stakeholders (KS)
1. NW Corridor Redevelopment District. Establish a Redevelopment Plan by June 30, 2021.	L = Economic Development KS = Dev. Services, PD, Fire, Public Works

FY 2021 WILDLY IMPORTANT GOALS



Exceptional Built Environment

FY2021 WIGs	Lead (L) Key Stakeholders (KS)
1. Transportation Infrastructure Ballot Education and Outreach. Create and implement multiple educational tools and resources by June 30, 2021.	L = Public Works KS = Dig. Gov., Clerks, Finance, OMB, Dev. Services, P&R, Legal
2. Shade and Streetscape Master Plan. Award contract to consultant and have the plan at 50% completion by June 30, 2021.	L = Development Services KS = P&R, CIP, Ec. Dev., Streets
3. IT Roadmap and Plan. Complete major milestones for the following pillars: Customer Experience, Strategic Partnerships & Alliances, Data Management, Project Prioritization and Cybersecurity by June 30, 2021.	L = IT KS = Every Department
4. Integrated Mobility Master Plan. Complete scope of work through task #5 by June 30, 2021.	L = Development Services KS = CIP, Traffic Eng., Streets, P&R, Ec. Development, IT
5. Fiber Broadband Solution. Complete the RFP process and contract with firm to begin system design by June 30, 2021.	L = Town Manager's Office KS = CIP, Ec. Dev, IGR, Dev. Services, IT